

	<p align="center">Illinois Small Business Development Center Network</p> <h1 align="center">WEEKLY CONNECTION</h1> <p align="center">Entrepreneurship ~ Innovation ~ Technology</p>	
<p align="center"><i>"Providing Professional Guidance for Business Growth"</i></p>		

August 10, 2015

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Spotlight on Success – St. Nicholas Brewing Company

Abby Ancell first visited **Director Robyn Russell at the Illinois Small Business Development Center at Southern Illinois University at Carbondale** in 2011. She and her family had recently formed the DuQuoin Brewing Company and were looking for expertise on how to build the business.



They chose a dilapidated hotel, built in 1879, to house the brewery, restaurant and entertainment space. The owner was delinquent on taxes and had moved away. Perry County worked with the Ancell family to get this property back on the tax rolls as a key downtown destination. During the building restoration Ms. Ancell began to meet with the SBDC at SIU-C former restaurant consultant, Dylan Lipe, now Executive Chef/Pitmaster at Blackwoods BBQ in Chicago, to discuss kitchen and brewery placement, work flow, inventory and other operations issues. A brew master was hired and then equipment installed. Financing the \$1 million dollar plus

project was completed using a combination of personal investment, bank loan, revolving loans, and City of DuQuoin funds. **Illinois SBDC at SIU-C Advisor Greg Bouhl** helped review numerous sets of financials featuring different scenarios.

Robyn helped continued to help Ms. Ancell improve the operation after the July 2014 soft opening. After more research, refinements and renaming, the facility officially opened in November 2014 as the St. Nicholas Brewing Company. Bicycling, an Ancell family hobby, serves as the restaurant's theme with antique bicycles suspended from the old tin ceilings and regular cross country bike rides to the other microbreweries in southern Illinois. ([See](#)

[November 2014 article](#)) The "St. Nick" brew master has released 11 different brews and you can find their beer in 12 regional bars and restaurants. Patrons can sit in the restaurant, bar or an outdoor patio and live music is featured regularly.

In January 2015, St. Nicholas Brewing earned the Emerging Business of the Year Award from the DuQuoin Chamber of Commerce. In July 2015, won the Economic Development Business Award from the Illinois Chamber of Commerce and the Illinois Economic Development Association. The St. Nicholas Brewing Company created 19 jobs and multiple construction jobs during the building restoration project. The Ancell family has transformed an eyesore into what is now a cornerstone piece to the Downtown DuQuoin District.

Learn more about the St. Nicholas Brewing Company at: <https://www.facebook.com/StNickBrewCo>

SBDC's In The News – 10 Things You Don't Know About CLC

10 things you don't know about CLC - College of Lake County President Jerry Weber shares with us 10 things we may not know about the college in a recent article appearing in the Daily Herald. A special "Shout Out" to Frank Brisbois, Nicole Massey-Pratt and the entire team at the Illinois SBDC at CLC for #6.

6. Each year, we help 400 to 500 entrepreneurs start and grow their businesses through training and consulting services offered by our Small Business Development and International Trade Center.-

Check it out and read the complete article at <http://www.dailyherald.com/article/20150805/NEWS/150809517/>.

Maximizing Neoserra – Adding Advisor Areas of Expertise

Please review your Advisor Profile and add Areas of Expertise if none are listed. This is very important as the ASBDC Certification process nears. This is now a required field when entering new advisors. Directions are below:

View


Advisors

Area(s) of Expertise

A list of categories is available from which to choose

Please limit the Areas of Expertise you choose to 3 to better provide a clear view of your proficiencies.

Valued Resources - The Psychology of Facebook

Social Media Tip  On Average, 44% of Facebook users "Like" content at least once a day... ever wonder why?

If you want to increase traffic to your Facebook page, it makes sense to first understand what motivates people to use it, right? [Check out this infographic](#) for an insight into the most used social platform on the planet.

Form I-9 Employment Eligibility Verification Webinar

Thursday, August 20, 2015 – 12 to 1 p.m.

Attend a free [webinar](#) on Thursday, August 20th, to learn about the Form I-9 Employment Eligibility Verification process and compliance. Also, hear from U.S. Citizenship and Immigration Services experts.

To register for this free seminar you can log in at [Eventbrite](#). On the day of the event, you can log in to the free webinar [here](#) and use access code # 6750660#.

When on the webinar, you will get the answers to:

What are my responsibilities as a small businessperson?

What is a Form I-9, and who needs to complete it?

What information is necessary to complete the Form I-9?

What are businesses' record-keeping responsibilities?

Where can I find more information?

Again, you can login [here](#) using the access code # 6750660#. For any questions, contact Mark.Ferguson@sba.gov or 312-353-5430

Taking Your Business Global

Webinar Series is Designed to Help Small Businesses Build an International Customer Base - Did you know that your business may have customers outside the US? Have you often asked how you can expand your businesses abroad?

On August 27, 2015 at 10:00 AM the Illinois District Office of the US Small Business Administration is hosting a webinar to introduce small businesses to International markets. By learning how to use our network of government resources to assist in exporting goods and services, your business can become a major player in the international marketplace.

The webinar will present information for your firms export readiness by providing an in-depth evaluation for market readiness in the global marketplace, training available to prepare entrance to foreign markets, and financial assistance to support participation in foreign markets.

This webinar is free of charge. You may register by contacting Stephen Konkle at 312-886-4208, or Stephen.konkle@sba.gov. The deadline for registration is August 25, 2015.

What You Need to Know About Exporting to Cuba

The Bureau of Industry (BIS) under the U.S. Department of Commerce has scheduled monthly call-in programs to field questions from the exporting community concerning the Cuba rule published on January 16, 2015. The calls are scheduled at 2 pm EDT on the following days:

- August 11
- September 8
- October 13
- November 10
- December 8

Toll Free Number: 1-888-889-0538

Leader and Participant passcode: CUBA

[CLICK HERE](#) for much more information about exporting opportunities in Cuba.

Network News and Moves

Ted Gutierrez, an advisor with the Illinois Small Business Development Center at Southern Illinois University-Carbondale is a newly elected member of the Marion Chamber of Commerce Board of Directors. Please check out the recent article in the Southern Illinoisan by [CLICKING HERE](#). Congratulations Ted !! You will be a tremendous representative for small business on the Chamber Board.

America's SBDC Network Connect

Please [CLICK HERE](#) to access the latest issue of [America's SBDC Network Connect Newsletter](#). In this edition you will information about the upcoming America's SBDCs Annual Conference, "Gateway to Small Business Success" including a very informative orientation recording providing you details about the upcoming conference. Check it out!

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The **WEEKLY CONNECTION** is distributed by the Illinois SBDC and Department of Commerce Office of Entrepreneurship, Innovation & Technology each Monday to members of the Illinois SBDC Network to provide the service delivery partners with regular updates on small business issues, opportunities and resources. Please send information to share with the Illinois SBDC Network to Tom.Becker@illinois.gov. Please feel free to forward this update to any other interested resource providers and key stakeholders.

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